

Rep Order#	Ver#	Status	Traffic Order#	Printed:	1 of 8
6865731	3	Revised		10/22/2012 5:36 PM	

EC'd Yes

Ver# 3 Status Revised

Traffic Order#

**Printed:** 10/22/2012 5:36 PM

1 of 8

**Last Received:** 10/22/2012 12:02 PM

### Showing Buylines: All Rep Revised Lines

**Station** WVBTV-TV NORFOLK, VA.  
**Advertiser** ( ) .AMER 4 JOB SECURITY  
**Product** Americans for Job Se

Agency ( ) CROSSROADS MEDIA

Rep Firm

Sales Office ( ) PHILADELPHIA

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

) ANJIE BRADY

Estimate# 1251

**Agency C/P1/P2/E** 13/141/1251

Salesperson Phone# 215-567-6005

**Flight Dates**  
10/23/2012 - 11/01/2012

Salesperson FAX# 215-567-5938

## Hiatus Weeks

**-- CONTRACT COMMENT --**

$$\begin{array}{c} * \\ \parallel \\ \cup \\ \cup \end{array}$$

**-- REMARKS --**

VER 3 ISSUE REVISE RATES IN LNS 1-9,11,13,15,17,20,22-28,32  
AND 34

CXL LNS 10,12,14,16,18-19,21,29-31 AND 33

REVISE TP IN LNS 20, 22, AND 24

REVISE PRGM IN LNS 20, AND 22-27

ADD TO SKED LN 35

TOTAL REMAINS 18,770

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*1	TU	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/23-10/23	1	1	1	\$75.00	
Rating: 0.3												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												
	*2	W	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/24-10/24	1	1	1	\$75.00	
Rating: 0.3												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												
	*3	TH	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/25-10/25	1	1	1	\$75.00	
Rating: 0.3												
Buyline Comment: REVISE RATE TO CLEAR												
Sales Remark: V3 REVISE RATE TO CLEAR												
V3 More than 2 codes changed												

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Station WVBT-TV NORFOLK, VA.  
Advertiser ( ) .AMER 4 JOB SECURITY  
Product Americans for Job Se  
Estimate# 1251  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 13/141/1251  
Flight Dates 10/23/2012 - 11/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*4	F	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/26-10/26	1	1	1	\$75.00	

Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*5	M	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/29-10/29	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*6	TU	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/30-10/30	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*7	W	8A-9A	DAILY BUZZ 3	:30	\$75.00	10/31-10/31	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*8	TH	8A-9A	DAILY BUZZ 3	:30	\$75.00	11/01-11/01	1	1	1	\$75.00
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Rating: 0.3

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*9	SU	10A-11A	FOX NWS SUNDAY	:30	\$300.00	10/28-10/28	1	1	1	\$300.00
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Rating: 0.7

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

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Station WVBT-TV NORFOLK, VA.    Agency (    ) CROSSROADS MEDIA    Rep Firm (    ) PHILADELPHIA  
Advertiser (    ) AMER 4 JOB SECURITY    66 CANAL CENTER PLAZA, SUITE 555    Sales Office (    )  
Product Americans for Job Se    ALEXANDRIA, VA 22314    Salesperson (    ) ANJIE BRADY  
Estimate# 1251    Agency C/P1/P2/E 13/141/1251  
Buyer Noelle Ramsey    Flight Dates 10/23/2012 - 11/01/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*10	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/23-10/23	0	0	0	\$0.00	
	Rating: 0.9											
				Buyline Comment: CXL DUE NA								
				Sales Remark: V3 CXL DUE NA								
				V3 More than 2 codes changed								
	*11	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
	Rating: 0.9											
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*12	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/25-10/25	0	0	0	\$0.00	
	Rating: 0.9											
				Buyline Comment: CXL DUE NA								
				Sales Remark: V3 CXL DUE NA								
				V3 More than 2 codes changed								
	*13	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	10/26-10/26	1	1	1	\$150.00	
	Rating: 0.9											
				Buyline Comment: REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								
	*14	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/29-10/29	0	0	0	\$0.00	
	Rating: 0.9											
				Buyline Comment: CXL DUE NA								
				Sales Remark: V3 CXL DUE NA								
				V3 More than 2 codes changed								

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Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*15	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	10/30-10/30	1	1	1	\$150.00	

Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*16	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$100.00	10/31-10/31	0	0	0	\$0.00
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Rating: 0.9

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

*17	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$150.00	11/01-11/01	1	1	1	\$150.00
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Rating: 0.9

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

*18	TH	8P-9P	X-FCR-THU-FOX	:30	\$2,500.00	10/25-10/25	0	0	0	\$0.00
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Rating: 6.4

Buyline Comment: CXL DUE NA DUE WORLD SERIES  
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES  
V3 More than 2 codes changed

*19	SU	9P-10P	FAMILY GUY-FOX/AVG. ALL WKS	:30	\$1,200.00	10/28-10/28	0	0	0	\$0.00
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Rating: 2.5

Buyline Comment: CXL DUE NA DUE WORLD SERIES  
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES  
V3 More than 2 codes changed

*20	TU	1030P-11P	LATE NEWS	:30	\$2,000.00	10/23-10/23	1	1	1	\$2,000.00
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Rating: 4.4

Buyline Comment: REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PRGM  
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE TP DUE WORLD SERIES;REVISE PGM  
V3 More than 2 codes changed



EC'd Yes    Last Received: 10/22/2012 12:02 PM    Showing Buylines: All Rep Revised Lines

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Estimate# 1251    Agency C/P1/P2/E 13/141/1251    Salesperson Phone# 215-567-6005  
Buyer Noelle Ramsey    Flight Dates 10/23/2012 - 11/01/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*26	W	10P-1045P	LATE NEWS	:30	\$2,000.00	10/31-10/31	1	1	1	\$2,000.00	

Rating: 4.4

Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM  
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM  
V3 More than 2 codes changed

	*27	TH	10P-1045P	LATE NEWS	:30	\$2,000.00	11/01-11/01	1	1	1	\$2,000.00	
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Rating: 4.4

Buyline Comment: REVISE RATE TO CLEAR;REVISE PRGM  
Sales Remark: V3 REVISE RATE TO CLEAR;REVISE PRGM  
V3 More than 2 codes changed

	*28	TU	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
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Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

	*29	W	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/24-10/24	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA DUE WORLD SERIES  
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES  
V3 More than 2 codes changed

	*30	TH	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/25-10/25	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA DUE WORLD SERIES  
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES  
V3 More than 2 codes changed

	*31	M	1045P-11P	SPORTSWRAP M-F/AVG. ALL WKS	:30	\$600.00	10/29-10/29	0	0	0	\$0.00	
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Rating: 2.5

Buyline Comment: CXL DUE NA DUE WORLD SERIES  
Sales Remark: V3 CXL DUE NA DUE WORLD SERIES  
V3 More than 2 codes changed

Rep Order# 6865731    Ver# 3    Status Revised    Traffic Order#    Printed: 10/22/2012 5:36 PM    7 of 8

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\*32 TU 1045P-11P SPORTSWRAP M-F/AVG. ALL WKS :30 \$1,000.00 10/30-10/30 1 1 1 \$1,000.00

Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*33 W 1045P-11P SPORTSWRAP M-F/AVG. ALL WKS :30 \$600.00 10/31-10/31 0 0 0 \$0.00

Rating: 2.5

Buyline Comment: CXL DUE NA  
Sales Remark: V3 CXL DUE NA  
V3 More than 2 codes changed

\*34 TH 1045P-11P SPORTSWRAP M-F/AVG. ALL WKS :30 \$1,000.00 11/01-11/01 1 1 1 \$1,000.00

Rating: 2.5

Buyline Comment: REVISE RATE TO CLEAR  
Sales Remark: V3 REVISE RATE TO CLEAR  
V3 More than 2 codes changed

\*35 TU 1130P-12A :30 \$270.00 10/30-10/30 1 1 1 \$270.00

Buyline Comment: DISH NATION  
ADD TO SKED  
Sales Remark: V3 ADD TO SKED  
V3 Added

---REPORT TOTALS---

Report Totals: 24 / \$18,770.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$7,900.00    Nov 12: 13 / \$10,870.00  
Sales Totals: 24 / \$18,770.00

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Hiatus Weeks

Rep Firm  
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Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

Station Totals: 24 / \$18,770.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$375,400	CATV 0%	WAVY 28%	WGNT 2%	WPXV 0%	WTKR 27%
		WTVZ 3%	WVBT 5%	WVEC 35%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE